

**IN THE ABSTRACT:**

Please enter the attached substitute Abstract of the Disclosure for that originally filed with this application.

**ABSTRACT OF THE DISCLOSURE**

A retaining bracket structure for a cordless continuous folding blind including a pair of flexible retaining brackets. Each of the two flexible retaining brackets, of plastic materials, is made up of a pressing plate protruding at the middle section thereof, a pair of C-shaped clamping arms symmetrically extending at both sides of the pressing plate thereof, and a pointed hook bending inwards at each end of the C-shaped clamping arms thereof. In operation, the pressing plate of the flexible retaining bracket is applied from a front of the blind to abut against an upper side of the continuous folding blind collected from bottom to top at a desirable position, and the C-shaped clamping arm are bent downwards to extend backwards at the underside until the pointed hooks clamp from a rear of a top of the collected continuous folding blind. Thus, the collected continuous folding blind is clipped tight by the pressing plate and the C-shaped clamping arms and confined by the C-shaped clamping arms and the pointed hooks.